

Footwear Retailing - UK - July 2016

Report Price: £1750.00 | \$2834.04 | €2223.04

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"Personalisation has become a big trend in the footwear sector, with consumers increasingly interested in being able to customise their shoes. Giving customers the option to create their own bespoke product provides an opportunity for retailers to drive sales of full-priced items."
- Tamara Sender, Senior Fashion Analyst

This report looks at the following areas:

- How has the footwear market performed?
- What are the opportunities for growth?
- What innovations can help to drive interest in the footwear market?

The footwear market in the UK is estimated to grow by 5.4% in 2016 to reach £10.5 billion as consumer spending on shoes outpaces spend on clothes. The sector is nevertheless seeing slower sales growth due to discounting and as consumers prioritise other areas of spend such as leisure.

The market remains fragmented, with non-specialists including sports stores, clothing retailers and supermarkets all grabbing share from specialist footwear retailers. The fashion-driven footwear retailers such as Schuh and Office, as well as premium retailers such as Kurt Geiger and Dune, are outperforming the market.

Personalisation has become a big trend in the footwear sector, with 29% of women interested in being able to customise their shoes. Giving customers the option to create their own bespoke product provides an opportunity for retailers to encourage people to spend more on shoes and drive sales of full-priced items.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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